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PATENT  
Customer No. 22,852  
Attorney Docket No. 08011.3010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

John DeMayo et al.

Application No.: 09/711,261

Filed: November 10, 2000

For: APPARATUS AND METHOD FOR  
HYPERLINKING SPECIFIC  
WORDS IN CONTENT TO TURN  
THE WORDS INTO  
ADVERTISEMENTS

Group Art Unit: 3622

Examiner: Donald Champagne

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APR 26 2004

**GROUP 3600**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

## REPLY TO OFFICE ACTION

In reply to the Office Action mailed January 22, 2004, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper.

**Remarks** follow the amendment sections of this paper.